

» BECOME PART OF SOMETHING GREATER «

EARTH FROM ABOVE

Underwriting opportunities for the United States exhibition tour and first national public arts and education program of Picture Earth



EARTH FROM ABOVE is a stunning collection of large-scale, aerial photographs by world-renowned photographer, filmmaker and environmentalist, Yann Arthus-Bertrand.

Recently designated goodwill ambassador to the United Nations Environment Program, Arthus-Bertrand's groundbreaking and critically acclaimed outdoor exhibition has moved the hearts and minds of humanity, reaching over 130 million people in 120 cities worldwide since its Paris debut in 2000.

Sharing a new perspective on the need for sustainable living, Arthus-Bertrand brings into focus the complexity of issues before us with a universal message about beauty, appreciation and hope.

PICTURE EARTH, Inc.

285 5th Avenue, Suite 458
Brooklyn, NY 11215
Phone 917-972-6346
eFax 718-233-3176
partnership@picture-earth.com
www.picture-earth.com
www.EarthFromAboveUSA.com



Please consider the environment
when printing this brochure.

Yellowstone National Park, Wyoming, United States
(44°3'N, 110°50'W)

The Cornerstone Invitation

ABOUT THE PROJECT

PICTURE EARTH, Inc.

a 501c(3) (pending) not-for-profit organization, is seeking a range of lead benefactors for its first arts and education program:

EARTH FROM ABOVE

Timeframe

April - May 2010 (8 weeks)

Timing

Kicking off the 40th Anniversary of Earth Month

Venue

Bryant Park, New York City

Attendance

2,000,000 people

EARTH FROM ABOVE will launch in the United States in April 2010, kicking off the 40th anniversary of Earth Day in New York City's Bryant Park with an eight-week exhibit followed by a five-year, multi-city tour. Free to visit, this environmental public art exhibition and its accompanying educational programs will inspire millions of Americans.

Its mission is to promote sustainable living by increasing awareness of the global impact of our way of life and to highlight ways we can minimize that impact. The exhibit itself is completely green and is developed with the intention to set a new standard for the sustainable design of large-scale public art.

Agricultural Landscape, Near Cognac, Charente, France.
(45°42' N, 0°17' W)

THE CORNERSTONE

This group of bold and visionary donors will make the national tour of EFA possible. As the tour moves into smaller markets, beyond the largest cities, this group of generous benefactors will make it possible for the tour to succeed in areas where corporate sponsorship would not normally take it.

Since this tour is not just about art, but about waking up individuals Americans to their ability to alter their own environmental impact, it is imperative that we be able to go where many expensive art exhibits are not able to travel. By making a large upfront donation, or by pledging regular annual payments for two to five years, this select group will be the true heroes of our endeavor.

Membership invitation is open through 2010 or the completion of exhibitions in New York City, Los Angeles and San Francisco. Event cities and dates subject to change.

BENEFITS OVERVIEW

Benefactor opportunities at the \$500,000, \$250,000 and \$100,000 levels include:

| | \$500K COMMITMENT | \$250K COMMITMENT | \$100K COMMITMENT |
|---|-------------------|-------------------|-------------------|
| Offered | 10 | 15 | 25 |
| Contribution | \$500,000 | \$250,000 | \$100,000 |
| Payment Plans up to | 5 years | 5 years | 4 years |
| Recognition at the contribution level on the Earth From Above Cornerstone, a permanent installation placed at the main entrance of the exhibition whenever it is displayed in the United States and by Picture Earth. | X | X | X |
| A cffret of limited edition prints, signed by Yann Arthus-Bertrand. | X | (X) | OR |
| A cffret of limited edition prints, signed by Yann Arthus-Bertrand, donated in your name to the museum or charity of your choice. | X | (X) | |
| A limited edition print signed by Yann Arthus-Bertrand | | | X |
| Opportunity to accompany Yann Arthus-Bertrand on a local helicopter ride to photograph the Earth from above. | X | | X |
| Opportunity to attend one of only three scheduled NYC tours of the exhibition led by Yann Arthus-Bertrand. | X | X | |
| Listing as a Cornerstone member at your contribution level. | X | X | X |
| Listing in the Opening Night Gala program and commemorative souvenir journal in each city of the U.S. tour. | X | X | X |
| Opportunity to be a recognized as a host of the Opening Night Gala at Astor Hall in the New York Public Library. | X | X | X |
| Opportunity to receive intimate tours of the exhibition with a private tour guide. | X | X | X |
| A personal thank you letter from Yann Arthus-Bertrand. | X | X | X |
| Invitations to Earth From Above special events and celebrity promotions. | X | X | X |
| VIP invitations to all Opening Night Galas in each city of the United States tour. | X | X | X |



Heart in Voh, New Caledonia, France
(20°57' S, 164°41' E)



Montreal, Canada



Patchwork of Carpets In Marrakech, Morocco
(31°32' N, 8°03' W)



Mexico City, Mexico